

ABSTRACT OF THE DISCLOSURE

Embodiments of the present invention provide methods and apparatuses for quickly and easily configuring an application user interface using a flexible generic layout file. For one embodiment, a free-form grid layout is provided that allows an application provider to create a desired number of placeholders, each of a desired size, by positioning objects at desired locations on the free-form grid. In this way the application provider configures the application user interface. For one embodiment, the placeholders are created by dragging selected objects, from a provided set of objects, onto the grid layout. For such an embodiment, a set of parameters that describe the objects on the grid layout (e.g., indicating number, size, and location) is stored to a database. At run-time, the parameters are used to dynamically generate HTML code, which when executed presents the application user interface.